

# Napoleon Hill

**Napoleon Hill** is considered to have influenced more people into success than any other person in history. He was born in 1883 in a one-room cabin on the Pound River in Wise County, Virginia and began his career as a journalist. His big break came when he was asked to interview steel-magnate Andrew Carnegie, who was so impressed with the young reporter that he convinced Hill to research and organize the world's first philosophy of individual achievement. The project took 20 years to complete. Napoleon Hill passed away in November 1970 after a long and successful career writing, teaching, and lecturing about the principles of success. His work stands as a monument to individual achievement and is the cornerstone of modern motivation. Hill wrote several best-selling books on the subject. His book, *Think and Grow Rich*, is the all time best-seller in the field and his two volume set of *The Laws of Success in Sixteen Lessons* is a must-read for every business owner. Hill established the Napoleon Hill Foundation as a non-profit educational institution whose mission is to perpetuate his philosophy of leadership, self-motivation, and individual achievement.

## *The Laws of Success in Sixteen Lessons*

It began as a lecture series and was tested before hundreds of audiences before ever going to print. Even in print it was originally published in different editions and formats. The reason being that Hill, throughout his life, continued to update and modify his ideas and views. In 1928 *The Laws of Success in Sixteen Lessons* came out as an eight-volume set, and was an immediate success. Even today the power of his message endures. Each of the seventeen lessons is a treasure trove of useful, practical and extremely valuable information. Each Lesson is devoted to one specific principle, a vital principle that one is encouraged to make part of one's life, if one is to win the goals one sets for him or herself...POWER, WEALTH, SUCCESS. Each is packed with thought-provoking, concentrated facts...written in simple easy-to-understand language that you can quickly grasp and apply right from your very first lesson. Each lesson is rich in information, knowledge and wisdom, so abundant in ideas, that just one lesson is often worth the time and effort you put into reading it.

As Napoleon Hill himself wrote in his acknowledgement, "The reader who takes up this course with an open-mind, and sees to it that his or her mind remains open until the last lesson is finished, will be richly rewarded with a broader and more accurate view of life as a whole."

*The following is a highlighted summary of the book, The Laws of Success in Sixteen Lessons, by Napoleon Hill and published by Wilshire Book Company. The statements below are key points of the book as determined by James Altfeld and have been made available at no charge to the user. To learn more about Napoleon Hill, enroll in additional courses and seminars, or purchase Napoleon Hill related items, go to [www.naphill.org](http://www.naphill.org). Should you wish to purchase Think and Grow Rich or the two volume set of The Laws of Success contact The Wilshire Book Company at 12015 Sherman Road North Hollywood, CA 91605 Phone: 818-765-8579 Fax: 818-765-2922 Email: [mpowers@mpowers.com](mailto:mpowers@mpowers.com)*

## Lesson One:

### **THE MASTER MIND**

The moment two minds begin to take divergent roads of interest the individual units of each mind separate and the third element, known as a Master Mind, which grew out of the friendly or harmonious alliance, will disintegrate.

A Master Mind may be created out of any group of people who will coordinate their minds, in a spirit of perfect harmony. The group may consist of any number from two upward. Best results appear available from the blending of 6-7 minds.

The minds of those participating in the Master Mind become as magnets, attracting ideas and thought stimuli of the most highly organized and practical nature, from – no one knows where!

Master Minds are formed by people of various and sundry lines of work and business to assist one another with ideas and suggestions. Its purpose is to cooperate on the give and take basis of assisting one another with ideas and suggestions, and to assist some member of the group who had met with an emergency making such help necessary.

It is all about coordinating their minds as a group by blending them in perfect harmony, thus creating a Master Mind, that unlocks, to each individual of the group, doors which are closed to most others.

There is no organization unless the individuals engaged in the effort coordinate their knowledge and energy in a spirit of perfect harmony. Lack of such harmonious coordination of effort is the main cause of practically every business failure.

One of the most difficult tasks for any business-person is to induce those who are associated with him to coordinate their efforts in a spirit of harmony. To induce continuous cooperation between a group of workers, in any undertaking, is next to impossible.

The leader who successfully develops and directs the energies of a Master Mind must possess tact, patience, persistence, self-confidence, intimate knowledge of mind chemistry and the ability to adapt himself (in a state of perfect poise and harmony) to quickly changing circumstances, without showing the least sign of annoyance.

The word educate has its roots in the Latin word *educō*, which means to develop from within; to educe; to draw out; to grow through the law of use.

An educated person is one who knows how to acquire everything he needs in the attainment of his main purpose of life, without violating the rights of his fellow men. It

might be surprise to many men of learning to know that they come nowhere near qualification as men of education. True education means mind development; not merely the gathering and classifying of knowledge and information.

The man who can intelligently use the knowledge possessed by another is as much or more a man of education as the person who merely has the knowledge but does not know what to do with it.

A man's primary business in life is to succeed. The road to success may be and generally is obstructed by many influences, which must be removed before the goal can be reached. One of the most detrimental of these obstacles is that of unfortunate alliance with minds that do not harmonize.

*Comments: What Hill advocates in his power of the Master Mind concept is a combination of "None of us is as great as all of us" philosophy and strategic thinking. -- He was a believer in the Gestalt theory of the whole is greater than the sum of its parts. That the only means to truly discern your realities, achieve full disclosure and reach genuine solutions is through the creation of a brain trust – a meeting of the minds of people with different perspectives who will fiercely and vigorously coordinate their minds and efforts, in a spirit of perfect harmony and purposefulness to attack a problem, overcome a challenge, and/or create a solution. People will only support what they help create. Involve, inform and inspire your people. Allow the energies and intensity of thought of the individual to interact with that of the group and behold the creation of something new and different.*

## Lesson Two:

### **A DEFINITE CHIEF AIM**

Singleness of purpose is essential for success. Yet singleness of purpose is a quality, which may, and generally does, call for thought on many allied subjects.

None of us know very much and by the very nature of our being can never know as much as we need to know in order to live sanely and enjoy life while we live. Humility is a forerunner to success.

So few people are willing to hear the truth, especially when it shows up their weaknesses. We prefer illusions to realities.

Nothing is more tragic, or more common than mental inertia. Stagnant minds are the breeding places of fear. Every person should make it his business to gather new ideas from sources other than the environment in which he daily lives and works.

Power is really organized energy or effort.

When asked what contributed to his success, Carnegie replied, "... we have a Master Mind here in our business and that mind is made up of more than a score of men who constitute my personal staff of superintendents and managers and accountants and chemist and other necessary types. No one person in this group is the master mind of which I speak, but the sum total of the minds in the group, coordinated, organized and directed to a definite end in a spirit of harmonious cooperation is the power that got my money for me. No two minds in the group are exactly alike, but each man in the group does the thing that he is supposed to do and he does it better than any other person in the world could do it."

A bridge is a perfect example of the value of organized effort, because it demonstrates quite simply and clearly how thousands of tons of weight may be borne by a comparatively small group of steel bars and beams so arranged that the weight is spread over the entire group.

Take a bundle of sticks and try to break the bundle. You cannot. Take one stick from the bundle and break it. You can. Together, the bundle or team cannot be broken or defeated. Individually, you can be broken like a stick and we will be defeated one stick at a time.

Any definite Chief Aim should saturate the entire subconscious mind until it automatically influences the physical action of the body toward the attainment of that purpose.

All great leaders base their leadership upon a definite chief aim. Followers are willing followers when they know that their leader is a person with a definite chief aim who has the courage to back up that purpose with action.

Hard labor and good intentions are not sufficient to carry a man through success, for how may a man be sure that he has attained success unless he has established in his mind some definite object that he wishes? What would happen if you tried to build a house without plans? Chaos, misunderstanding and a very prohibitive cost.

In a vague sort of way, everyone desires money. But this is not a definite purpose within the meaning of the term. Before your purpose can be considered definite, even though that purpose were the accumulation of money, you would have to reach a decision as to the precise method through which you intend to accumulate that money. You would have to decide what line of business. You would also have to decide just where you would locate. You would also have to decide the business policies under which you would conduct your business.

Saying, "My definite purpose in life is to be of as much service to the world as possible and earn a good living" is about as definite as frog's conception of the size of the universe is accurate!

There is some one thing that you can do better than anyone else in the world could do it. Search until you find out what this particular line of endeavor is, make it the object of your definite chief aim and then organize all of your forces and attack it with the belief that you are going to win. Find out what work you like best.

One's Definite Chief Aim in Life Should Be Backed Up With a Burning Desire for Its Achievement.

Formulate a Singleness of Purpose.

The Steps from desire to fulfillment:

1. Define your burning desire
2. The crystallization of that desire into a definite purpose
3. Sufficient and appropriate action to achieve that purpose

If your aim in life is vague your achievements will also be vague, and it might well be added, very meager. Know what you want, when you want it, why you want it, and How you intend to get it.

THE FIRST STEP is to decide what your major aim in life shall be. Your next step is to write out a clear, concise statement of this aim. Your next and final step will be the forming of an alliance with some person or persons who will cooperate with you in carrying out these plans and transforming your definite chief aim into reality.

The alliance, a Master Mind, should be made between yourself and those who have your highest and best interests at heart. If you are married, your wife should be one of the members of this alliance. Other members could include your father, mother, brothers, sisters, or some close friend or friends.

Your Master Mind alliance should all sign, with you, your statement of the object of your definite aim. Every member must be in hearty accord with this object, and in full sympathy with you. Each member must be supplied a written copy of your statement of your definite chief aim. Have each member state to you that they know you can and will realize the object of your definite chief aim.

From time to time it may become necessary to change the plans you have adopted for the achievement of the object of your definite chief aim. Make these changes without hesitation. No human being has sufficient foresight to build plans which need no alteration or change.

Should any member of your alliance lose faith, immediately remove that member and replace him with some other person

**YOU CANNOT SUCCEED WHEN SURROUNDED BY DISLOYAL AND UNFRIENDLY ASSOCIATES, NO MATTER WHAT MAY BE THE OBJECT OF YOUR DEFINITE CHIEF AIM.**

If there is one word that should stand out in your mind in connection to achieving the object of your definite chief aim, it is persistence.

*Comment: One's chief aim of purpose provides direction and focus. In the case of your business, it allows each of your company's stake holders, your people, your customers, your suppliers and your sales channels to see and understand what your business is all about, where it is going, how it intends to get there and what it stands for. Remember taking a magnifying glass as a kid, holding it up to the sun and burning things with it? That is the power of focus. That is the power of a Chief Aim of Purpose. As an owner there needs to be not one, but two Chief Aims of Purpose. -- One for yourself and one for your business. What is it that you personally have a burning, life-long desire to achieve? What is it that your business has a burning desire to achieve? Have you considered forming a Master Mind group to help you determine, develop and formulate the chief aim of purpose for yourself and your business? If not, why not? What's keeping you from getting started?*

*Another point that Hill makes is that you cannot have a woodpecker on Noah's ark. It is all right for people not to believe in the chief aim, but it is not all right if they are on your team. Dissenters and non-believers can only create chaos, wreak havoc and cause dissention and disruption from within. Like a cancer they need to be surgically removed.*



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